Jonathan Brink

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**Key Accomplishments**

* Built and successfully executed a strategic plan for $25 million revenue targets
* Managed and coached multiple teams of revenue producers and outsourced product teams
* Account management with significant year over year growth
* Multiple enterprise grade Saas application design and deployments
* Published author and speaker
* Master’s in Organizational Leadership

**Director of Product Marketing** – Infinx Healthcare 11/17 – Present

I'm currently leading Infinx into the next phase of rapid growth with innovative marketing strategies and ideas built on good communication, shared buy-in, and investing in my team. I champion an awesome marketing team responsible for lead generation, sales enablement, customer acquisition, brand strategy, event management, and product design and UX. I believe in validating marketing ideas through intensive data driven solutions. What works will always produce good leads.

* Create and execute yearly marketing plans for inbound and outbound strategies for 30 million in revenue
* Trade show strategy, design, and execution
* Analyze and present to executive staff monthly revenue and marketing trends
* Support product management with product design and UX/UI responsibilities.

**VP of Product** – LiveHive, Inc. 06/16 – 10/17

Senior UX/UI Designer 03/15 – 06/16

Enterprise grade, big data, Saas application design and product management from concept to implementation.

* Developed the product roadmap through extensive research, analytics, and customer engagement, lead the ideation, product design, and launch of new features and product initiatives, and creating interactive and eye-catching product marketing programs
* Responsible for driving product development with a fast-moving, cross-functional team, creating a shared vision by building consensus on priorities and features, providing thought leadership, strategic insight, and tactical communication to supporting teams, and developing key partnerships and integration partners to extend the value of the product.
* Successfully pivoted LiveHive from a sales tool to an industry leading platform for sales enablement.

**Senior Product Manager -** Foundationary.com02/14 – 03/15

A stealth mode company focusing on non-profit funding streams. My role was to create the product from inception and develop all UX & UI design to meet business expectations for funding.

* Responsible for lean UI/UX design, wireframe, and information architectures, business plan, product road map development, product marketing, initial customer definition and profile development
* Successfully developed a team of crack engineers to design, develop and deploy an innovative software application for non-profit funding management

**Product Marketing Manager -** Civitas Press LLC08-10 – 02/14

My role was to find, cultivate and publish inspiring and redemptive ideas. I was intimately involved in the editing, book cover design, and product marketing for each author.

* Responsibilities Include: story development, editing, coaching of authors, product design for publication, channel and product market development, media relations and PR.
* Published Provoketive.com, an online magazine with extensive readership.
* Successfully launched 27 books into market, including two best sellers.

**Director of Development** – Cityteam 03/13 – 03/14

Development Officer 02/12 – 03/13

Non-profit providing homeless services in 5 cities nationwide.

* Responsible for setting strategy, team development, new funding streams, board interaction, marketing and fundraising
* Successfully led a team of 12 to meet and exceed a $7 million target

**Senior Director** – Thrive 06/05 – 09/12

Leadership development consultancy for non-profits and organizations.

* Responsible for leadership development, training programs, organizational development, fundraising, and product development
* Successfully launched a 3-year training program for non-profits with 17 workbooks and retreats into multiple accounts

**Marketing and Business Dev** – Generate Technologies 09/03 – 06/05

Technology based startup for energy transformation products.

* Responsible for business plan and market development research, and seed stage operational development.
* Successfully raised 1.2 million in funding

**Product Manager** – Innovasource 06/00 – 09/03

Saas consultancy for e-commerce and product development serving startups.

* Responsible for account management, product design, development, and product launches
* Successfully developed three enterprise grade applications for market, two of which were acquired

**UX/UI Designer** – Artmetropolis, Inc. 01/00 – 06/00

E-commerce art marketplace for universities and businesses.

* Responsible for roadmap and product design, and outsourced development
* Successfully raised 2.3 million in seed capital as founding member

**Senior Art Director** – Litwin-Brink Advertising & Design 06/94 – 12/99

Co-led marketing services firm for Fortune 1000 technology firms.

* Responsible for brand and marketing programs for global organizations
* Successfully managed ongoing relationships with IBM, HP and Sony as personal clients

**EDUCATION**

Masters in Organizational Leadership – Gonzaga University 2006

Communications – William Jessup University 1994

**KEY SKILLS**

Business plan development, board and team level presentations, product design and innovation, leadership development, UX/UI design, product marketing, brand marketing and programs, art direction, rapid prototyping, project management, agile and waterfall environments, Photoshop, Illustrator, Powerpoint, Jira, Invision

**4 THINGS ABOUT ME**

* I am first and foremost a people person. I love environments that cultivate teamwork and invest in the growth of their human capital.
* I have always thrived most in creative cultures with limited bureaucracy. With a degree in Communications and a five-year stint in Hollywood production, I surrounded myself with the most creative minds I could find and learn from.
* I’ve helped launch several startups and love the energy from product development, innovation, and solving real problems that people encounter.
* I got my Masters in Organizational Leadership because I loved the people side of Organizations.